ORDER

Orders Order / Rev: 101884 Alt Order #: 06815345 Product Desc: **OCEGUERA 4 CONGRESS** Estimate: 1184 Flight Dates: 09/25/12 - 10/01/12 Primary AE: Amy McCreary Original Date / Rev: 05/21/12 / 09/24/12 Sales Office: BLPHI Order Type: **GENERAL** Sales Region: National Agency Name: GMMB, Inc./ Washington D.C. **Buying Contact:** Billing Type: Cash **Billing Contact:** Billing Calendar: Broadcast Washington Harbor Billing Cycle: EOM/EOC Washington, DC 20007 Agency Commission: 15% Revised Advertiser Name: Oceguera for Congress A35+ Demographic: New Business Thru: **Product Codes:** PLC02 Order Separation: 00:05:00 Priority: SELECT PRIORITY CODE Advertiser External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/30/12	28	\$20,870.00	\$17,739.50
10/01/12	10/01/12	7	\$8,625.00	\$7,331.25

Totals

Agency External ID:

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	28	\$20,870.00	\$17,739.50	0.00
October 2012	7	\$8,625.00	\$7,331.25	0.00
Totale	35	\$20.495.00	\$25,070,75	0.00

Account Executives

Account Executive	Sales Office Sales Region		Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

POLITICAL/AGY, PCAN, GEN

Order Share	Share	Total
KSNV	20%	\$29,495.00
Market	100%	\$147 475 00

Revenue Codes:

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	26%	\$38,343.50
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	21%	\$30,969.75
KTUD	1%	\$1,474.75
KVVU	22%	\$32,444.50
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	10%	\$14,747.50

	Ln	Ch	Start	End	Inventory C	ode Break	Start/End Tir	ne Days	Len Sp	ots	Rate Pri	Rtg Type	Spots	Amount
•	E 1	KSNV	09/25/12	10/01/12	M-F 5-6a Wa	akeUp w/Wa@M	5-6a	MTWTF	:30	2	\$325.001	0.00 NM	2	\$650.00
					M-F 5-6a Wa	akeUp w/Wagners							÷	
		WAKE (JP WITH 1	THE WAG	NERS									
		<u>Star</u>	t Date I	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						

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Order / Rev:

101884

Advertiser:

Oceguera for Congress

Alt Order #: Flight Dates: 06815345

09/25/12 - 10/01/12

Product Desc:

OCEGUERA 4 CONGRESS

Estimate:

1184

		O. 455						
Ln Ch Start End E 1 KSNV 09/25/12 10/01/1		Start/End 1		Len Spot				Amount
E 1 KSNV 09/25/12 10/01/1	2 M-F 5-6a WakeUp w/Wa@M M-F 5-6a WakeUp w/Wagners	5-6a	MTWTF-	- :30	2 \$325.001	0.00 NM	2	\$650.00
WAKE UP WITH THE WA								
Start Date End Date			Rating					
Week: 09/25/12 10/01/12 Spot Ch Date Range	·	2 \$325.00 rt/End Time	0.00	Weekdays	Length Rate	Rtg Type		
	M-F 5-6a WakeUp w/Wagner5-6			MTWThF	:30 (\$325.00)			
See MG 1.3								
	ATE] NOT AVAILABLE RATE ! M-F 5-6a WakeUp w/Wagner5-6:	a		-TWThE	:30 \$325.00	0.00 NM		
⊕ MG for 1.2 09/27	mir o od rvakcop wyrughoro o	ч		1 14 1 11	.50 ψ525,00	O.OO INW		
[Revised Rate to Rein	state]							
E 2 KSNV 09/25/12 10/01/1		6-7a	MTWTF	- :30	3 \$650.001	0.00 NM	3	\$1,950.00
WAKE UP WITH THE WA	M-F 6-7a WakeUp w/Wagners	3						
Start Date End Date		Rate	Rating					
Week: 09/25/12 10/01/12		\$650.00	0.00					
E 3 KSNV 09/25/12 10/01/1	•	658a-9am	MTWTF-	- :30	3 \$850.001	0.00 NM	3	\$2,550.00
TODAY SHOW	Today Show							
Start Date End Date	e <u>Weekdays</u> Spots/Week	Rate	Rating					
Week: 09/25/12 10/01/12		7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7 7	0.00					
E 4 KSNV 09/29/12 09/29/1		5a-459a	S-	- :30	1 \$225.003	0.00 NM	1	\$225.00
SATURDAY TODAY	ROS	(5:00 AM-6:0	IU AIVI)					
Start Date End Date	<u> Weekdays</u> <u>Spots/Week</u>	Rate	Rating					
Week: 09/24/12 09/30/12		\$225.00	0.00					
E 7 KSNV 09/25/12 10/01/1	2 M-F Today Show II 3rd HGM M-F Today Show II	9-10a	MTWTF	- :30	1 \$350.001	0.00 NM	1	\$350.00
TODAY SHOW II	Wi-ra roday Silow ii							
Start Date End Date			Rating					
Week: 09/25/12 10/01/12 Spot Ch Date Range	· · · · · · · · · · · · · · · · · · ·	l \$350.00 <u>rt/End Time</u>	0.00	Mookdovo	Longth Boto	Dta Tuna		
	M-F Today Show II 3rd Hr 9-19			Weekdays MTWThF	Length <u>Rate</u> :30 (\$35 0,00)	Rtg Type 0.00 NM		
See MG 7.3					(***			
	ATE] NOT AVAILABLE RATE	0 -						
3 KSNV 09/25/12-09/28/12 1 MG for 7.2 09/26	:M-F Today Show II 3rd Hr 9-1	va		-TWThF	:30 \$350.00	0.00 NM		
[Revised Rate to Rein	state]							
E 8 KSNV 09/25/12 10/01/1	2 M-F Today Show III 4th IBM	10am-11am	MTWTF∺	- :30	2 \$325.001	0.00 NM	2	\$650.00
TODAY-SHOW-III	Today 4th Hour							
Start Date End Date	e Weekdays Spots/Week	. Rate	Rating					
Week: 09/25/12 10/01/12		\$325.00	0.00					
Spot Ch Date Range		rt/End Time				Rtg Type		
1 KSNV 09/25/12-10/01/12 See MG 8.3,8.4	M-F Today Show III 4th Hr 10a	ım-11am		MTWThF	:30 (\$325.00)	0.00 NM		
•	ATE] NOT AVAILABLE RATE							
2 KSNV 09/25/12-10/01/12	M-F Today Show III 4th Hr 10a	m-11am		MTWThF	:30 (\$325.00)	0.00 NM		
See MG 8.3,8.4	ATE] NOT AVAILABLE RATE							
	·	m-11am		-TWThF	:30 \$325.00	0.00 NM		
⊕ MG for 8.2,8.1					.00 4020.00	5,50 TVIVI		
[Revised Rate to Rein								
4 KSNV 09/25/12-09/28/12 ⊕ MG for 8.2,8.1	M-F Today Show III 4th Hr 10a	m-11am		-TWThF	:30 \$325.00	0.00 NM		
(Revised Rate to Rein	state]							
E10 KSNV 09/30/12 09/30/1	2 News 3 Today Wknd CM	9a-930am		5 :30	1 \$175.003	0.00 NM	1	\$175.00
NIENAIC O TODAVAAIVEND	News 3 Today							
NEWS 3 TODAY/WKEND Start Date End Date		Rate	Rating					
Start Date Line Date	2 STOOMAND OPOLOGICAGE	i ivaic	ramin					

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OCEGUERA 4 CONGRESS

Flight Dates:

09/25/12 - 10/01/12

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Ln Ch Start End	,		Start/End		Len Spo		Rate Pri			Amount
E 10 KSNV 09/30/12 09/3	0/12 News 3 Today V News 3 Today	Vknd CM	9a-930am	and data has been deen has	s :30	1	\$175.003	0.00 NM	1	\$175.00
Start Date End D Week: 09/24/12 09/30	ate Weekdays	Spots/Week 1	<u>Rate</u> \$175.00	Rating 0.00						
E11 KSNV 09/25/12 10/0	1/12 Dr. Phil Dr Phil	СМ	3-4p	MT₩TF⊷	- :30	3	\$450.001	0.00 NM	3	\$1,350.00
DR. PHIL . <u>Start Date End D</u>	ate Weekdays	Spots/Week	<u>Rate</u>	Rating						
Week: 09/25/12 10/01		<u> 3pots/vveek</u> 3		0.00						
E 12 KSNV 09/25/12 10/0	4PM NEWS (1)		4-5pm (4:00 PM-4:	MTWTF~ 30 PM)	- :30	2	\$600.001	M/ 00.0	2	\$1,200.00
FIRST NEWS 3 AT FOL Start Date End D Week: 09/25/12 10/01/	ate Weekdays	Spots/Week 2		Rating 0.00						
E 13 KSNV 09/25/12 10/0		HOUR)CM	4-5pm (4:30 PM-5:	MTWTF-	- :30	2	\$700.001	0.00 NM	2	\$1,400.00
NEWS 4 AT 430P		0 (1111)	Б.4	D 1						
<u>Start Date</u> <u>End D</u> Week: 09/25/12 10/01/		Spots/Week 2		<u>Rating</u> 0.00						
E 14 KSNV 09/25/12 10/0	1/12 M-F Early News M-F Early News		5-630p	MTWTF-	- :30	4	\$1,000.001	0.00 NM	4	\$4,000.00
EARLY NEWS Start Date End D	ate Weekdays	Spots/Week	Rate	Rating						
Week: 09/25/12 10/01			\$1,000.00	0.00						
E15 KSNV 09/25/12 10/0	1/12 M-F Jeopardy M-F Jeopardy	СМ	630-7pm	MTWTF-	- :30	1	\$1,000.001	0.00 NM	1	\$1,000.00
JEOPARDY Start Date End D	ate Weekdays	Spots/Week	Rate	Rating						
Week: 09/25/12 10/01. Spot Ch Date Range 1 KSNV 09/25/12-10/01.	112 MTWTF Description	1 <u>Star</u>	\$1,000.00 t/End Time -7pm	0.00	Weekdays	<u>Len</u>	<u>igth Rate</u> :30(\$1,000.00)	Rtg Type		
See MG 15.2			-r piii		PH W I III		.50(\$1,550.50)	0.00 1410		
[.NOT AVAILABLE 2 KSNV 09/25/12-09/28	RATE] NOT AVAILAE (12 M-F Jeopardy		7pm		-TWThF	_	:30 \$1,000.00	0.00 NM		
MG for 15.1 09/28 [Revised Rate to Re			·							
E 19 KSNV 09/25/12 09/2	5/12 Tues PR 10-11p Tuesday Prime		10-11pm	-T	- :30	1	\$3,200.001	0.00 NM	1	\$3,200.00
PARENTHOOD <u>Start Date</u> <u>End D</u> Week: 09/24/42 09/80		Spots/Week	<u>Rate</u> \$3 , 200,00-	Rating						
<u>Spot</u> <u>Ch</u> <u>Date Range</u> 1 KSNV 09/24/12-09/30	Description /12 Tues PR 10-11p	<u>Star</u>	t/End Time 1pm		<u>Weekdays</u> ⊤	<u>Ler</u> -	<u>ngth</u> <u>Rate</u> :30(\$3,200.00)	<u>Rtg Type</u> 0.00 <i>NM</i>		
· ·	RATE] NOT AVAILAE		4				00 00 000 00	2 22 144		
2 KSNV 09/25/12-09/25	·	10-1	1pm		-1	-	:30 \$3,200.00	U.UU NIVI		
E 20 KSNV 09/28/12 09/2		CM 10pm	9-10pm		- :30	1	\$2,600.001	0.00 NM	1	\$2,600.00
GRIMM Start Date End D	/ ·	Spots/Week	Rate	Rating						
Week: 09/24/12 09/30	/12F	1	\$2,600.00	0.00				D		
<u>Spot</u> <u>Ch</u> <u>Date Range</u> 1 KSNV 09/24/12-09/30. See MG 20.2	<u>Description</u> /12 Fri PR 9-10p	<u>Star</u> 9-10	<u>t/End Time</u>)pm	·	Weekdays	<u>Ler</u> -	<u>igth Rate</u> :30 (\$2,600.00)	Rtg Type 0.00 NM		
[.NOT AVAILABLE	RATE] NOT AVAILAE									
2 KSNV 09/28/12-09/28	10	9-10	pm		F	_	:30 \$2,600.00	0.00 NM		
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OCEGUERA 4 CONGRESS

09/25/12 - 10/01/12

Estimate:

1184

Inventory Code Break Start/End Time Days Len Spots Rate Pri Rtg Type Spots Amount Ln Ch End Start E 21 KSNV 09/25/12 10/01/12 M-F News 3 at Éleven CM 11pm-1135pm MTWTF--:30 2 \$1,100,001 0.00 NM \$2,200,00 M-F News 3 at Eleven **NEWS 3 NIGHTSIDE** <u>Weekdays</u> Spots/Week Rating Start Date **End Date** Rate MTWTF--2 \$1,100.00 0.00 Week: 09/25/12 10/01/12 E 22 KSNV 09/25/12 10/01/12 The Tonight Show 1135p-1237a MTWTF--:30 \$425,001 0.00 NM \$425.00 CM **Tonight Show** TONIGHT SHOW W/ JAY LENO Weekdays Start Date End Date Spots/Week Rating <u>Rate</u> MTWTF--\$425.00 0.00 Week: 09/25/12 10/01/12 **Description** Start/End Time Weekdays Length Rate Rtg Type Spot Ch Date Range 1 KSNV 09/25/12-10/01/12 The Tonight Show 1135p-1237a MTWThF----.30 (\$425.00) 0.00 NM See MG 22.2 [.NOT AVAILABLE RATE] NOT AVAILABLE RATE 2 KSNV 09/25/12-09/28/12 The Tonight Show 1135p-1237a -TWThF----:30 \$425.00 0.00 NM MG for 22.1 09/25 [Revised Rate to Reinstate] N 23 KSNV 09/25/12 09/28/12 M-F Wheel 1 \$1,000,001 0.00 NM \$1,000.00 CM 7-730pm -TWTF--:30 M-F Wheel of Fortune Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/24/12 09/30/12 -TWTF--\$1,000.00 0.00 N 24 KSNV 09/29/12 09/29/12 Wknd Wheel of Fortune CM 7-730pm ----S-:30 \$500.001 0.00 NM \$500.00 1 SAT/ Wheel of Fortune Start Date End Date Weekdays Spots/Week Rate Rating Week: 09/24/12 09/30/12 ----S-\$500.00 0.00 N 25 KSNV 10/01/12 10/01/12 Mon PR 8-10p CM 8-10pm :30 1 \$4,000.001 0.00 NM \$4,000.00 M----Monday Prime 8-10pm Weekdays Start Date **End Date** Spots/Week Rate Rating Week: 10/01/12 10/07/12 1 \$4,000,00 0.00 N 26 KSNV 09/25/12 09/28/12 Last Call w/Carson Daly CM 136-205am -TWTF--:30 \$40.003 0.00 NM \$40.00 Last Call w/Carson Daly Start Date End Date Weekdays Spots/Week Rating Rate Week: 09/24/12 09/30/12 ~TWTF~~ \$40.00 0.00 N 27 KSNV 09/29/12 09/29/12 Open House NYC CM 130-330am ----S-:30 \$30.003 0.00 NM \$30.00 Open House NYC End Date **Weekdays** Spots/Week Rating Start Date Rate Week: 09/24/12 09/30/12 ----S-0.00 \$30.00 Totals \$29,495.00